

Instructions: Copy, Paste, Edit to adjust the pronouns/circumstances, click send

Environmental Approach:

Dear “Friend/Family/Neighbor”,

I have been thinking a lot about what we can do to make the world a better place. It can be overwhelming because it feels like we have so little control over some of the biggest aspects of our lives, like the enormous political divide in our country. However, climate change is one of the items that we have an opportunity address, one by one, hands on. Climate science points to our consumption of fossil fuels as the driving force behind climate change, and it points to a shift to renewable energy as the way out of the climate crisis.

I am reaching out today to urge you to consider solar power for your home or business. I have been learning a lot about how solar works for us here in Pennsylvania, and even though we have plenty of cloudy days, the proof is there, and it says that solar works! Most of the solar panels installed today have a 25-year warranty, and most systems installed in Central Pennsylvania pay for themselves in 10-15 years. Making solar a sound financial decision AND the right thing to do.

I recently connected with a local solar company, Envinity, to better understand their products, their people, and their process. I highly recommend that you contact them to learn more about what solar can do for you. If you have a suitable site for a solar power system, Envinity will provide you with a design/estimate at no cost. If you do not have a good site for solar, they will be honest with you.

If you are interested, please reach out to the Envinity solar team. Their email is solar@envinity.com and the phone number is 814-231-3927. You can learn more about Envinity at www.envinity.com and please feel free to let me know if you have any questions before you reach out.

Thank You,

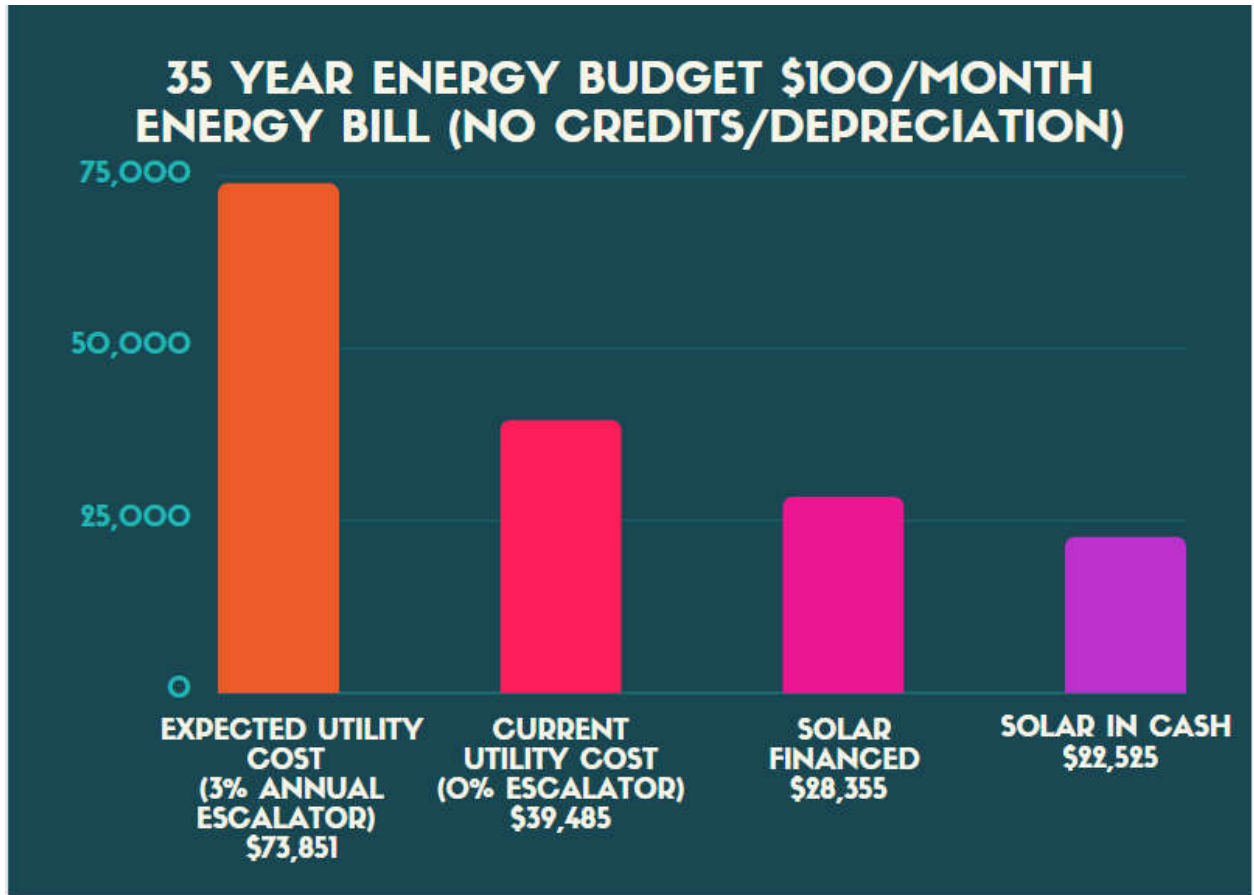
Financial Approach:

Hey _____,

During these challenging times, now more than ever, I have had an opportunity to self-educate and take advantage of multiple online events, webinars, and happy hours. One I recently sat in on was a Webinar by Envinity Solar. Ultimately, I love what they're about, and what they're doing, and it left me super motivated to share some of the info from the event.

1. Did you know that solar panels have declined in price by 75% since 2004?

2. Going solar not only leads to lower/non-existent energy bills but they also protect you against rising energy costs?
3. Comparing energy costs for the lifespan of a solar system, this is what the financial payback looks like:



4. Add on the fact that the Federal Tax Credit has been recently extended for the next two years at 26%, that could mean \$7,000 back on the # above. If you want until 2023, that number will be less and could potentially be phased out.
5. Businesses can also take bonus depreciation on solar projects, accelerating the return on investment even more
6. The extension of the ITC by Congress this session demonstrates how committed the federal government is to growing solar across the country. Solar is here to stay.

I was really impressed by the Event's main sponsor, Envinity. As a small, local business they seem invested in the community, invested in their people, and very deeply knowledgeable on solar and sustainability as a whole.

Drop my name when you email solar@envinity.com or call **814-231-3927** and use my code **SIERRA2021** to get a free no-pressure quote, for your home you will get 50% off your deposit and a 10-year extended warranty. If you are looking at solar for your business or Non-profit organization, you will get a \$1,000 discount!